



Pacific Teak Millworks: Right Products... Right Time.

BACKGROUND

For more than 20 years the outdoor kitchen market has followed the same simple formula:

- 1.) Design and build a custom masonry island;
- 2.) Drop in a stainless steel grill head;
- 3.) Add some stainless utility access doors and storage drawers;
- 4.) Done.

This all seemed to work out fine until somebody asked: "*Can't I get anything besides stainless steel*"? It's a fair enough question. After all, just because a kitchen is outdoors, does it *have* to be all stainless? Why? Stainless steel is great for appliances, but isn't actually weatherproof, and as far as cabinetry is concerned, it has a very commercial look and feel that many people just don't like. Its' dominance of the outdoor market really has more to do with the fact that grill manufacturers are in the business of bending stainless steel than it does with homeowner preferences or popular demand.

THE MARKET OPPORTUNITY

Over that same 20 year period, people started asking lots of other "what if" types of questions until the concept of outdoor living began to change forever. Those simple masonry barbecue islands soon evolved into formal outdoor kitchens and living rooms as homeowners began craving a warmer, more comfortable and organic atmosphere for their outdoor spaces. Something more like their indoor spaces that feels more like... *home*. Comfortable, high end furniture, fireplaces, televisions, shade covers, plush outdoor rugs, and outdoor drapes and shades have now all become common.

Few materials can rival the quality, versatility, warmth, and sheer beauty of solid wood. Wood belongs in the kitchen and homeowners know it. But not just any wood is suitable for outdoor use. In fact, very few are, and none of them compare to teak. For centuries, teak has been prized by shipbuilders and outdoor furniture makers alike due to its beauty in color and grain, strength, ability to withstand any weather, and for its resistance to decay and insect damage.



Traditional "old school" grill islands will include a custom built masonry island, a drop-in stainless grill head, and some stainless steel access doors and storage. Some will also include sideburners, refrigeration, bar sinks and other amenities. Nice, but nothing fancy.



Modern outdoor “kitchens” commonly include upgraded flooring, plush outdoor rugs, TV’s, fireplaces and quality lighting.

PRODUCT CONCEPT, LINE AND PLAN.



Inserts.

Pacific Teak Millworks’ initial product rollout is pretty straightforward: A full line of beautiful, solid teak cabinetry and accessories designed for the existing mid to high-end custom island market. The difference is obvious, but the similarities are important. The product concept, configurations,

In order not to “reinvent the wheel” in the grill island market, and to make life easy for dealers and their installers, Pacific Teak’s “insert” cabinetry line installs into masonry islands the same way as traditional stainless steel door and drawer products.



Pacific Teak Millworks is committed to put "kitchen" in the outdoor kitchen with a beautiful assortment of solid teak "must have" accessories

including cutting boards, serving platters, spice caddy's, and all sorts of utensils. They definitely have the jump on other manufacturers in this area. After all... when was the last time you saw a stainless steel cutting board?

outdoor kitchen, beverage bar, outdoor living room, or entertainment area.

Accessories.

Pacific Teak Millworks is really putting the "kitchen" in the outdoor kitchen with an exciting offering of solid teak accessories. Cutlery trays, spice caddy's, cutting boards, serving paddles, bowls, charger plates, utensils, and everything else a kitchen could want. Real wood obviously, belongs in the kitchen. After all, when was the last time you saw a stainless steel cutting board?

Trolleys

Not all of us are blessed with huge backyards, and the ability to build-in every

sales, and installation processes are all identical. By not "reinventing the wheel", its business as usual for dealers and their installers, but homeowners now have a beautiful, solid-wood option to stainless steel.

Our insert program is a modular, component-based system in which the door frames are sold separately from the doors; and drawer boxes separately from the drawer fronts. We offer a variety of classic door and drawer styles that are all interchangeable on our cabinet chassis'. This "Common Chassis" approach offers the customer distinctive design options that can be paired with, or mix-matched to each chassis. And since our products are solid teak, our cabinetry can be left natural, or finished to compliment any décor which makes the choices virtually endless. This program maximizes choices and flexibility for the customer and gives them the opportunity to create a truly custom



A Pacific Teak Millworks solid teak beverage trolley is a great "portable bar" you can roll out for special occasions in, or outdoors. It can follow the party around and then be stored safely away until next time.

outdoor room feature we can dream up. But that doesn't mean you have to go without that bar or kamado grill you have your heart set on. Trolleys, or special purpose carts are ideal to roll out for special occasions when family and friends are over. They're easy to move and follow the party around, then roll safely away into storage when not needed. Pacific Teak offers the finest quality, and perhaps the largest variety of sizes and styles of trolleys that include beverage, food prep, and kamado grill specialty trolleys with lots of features and storage.

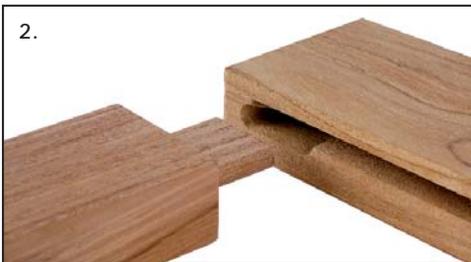
Cabinets.

The transformation of the outdoor kitchen from simple barbecue island to formal living area has evolved all the way to traditional, full frame, box kitchen cabinets and furniture. There are a number of different materials being used but with one common theme: They all seem to want their products to *look* like wood. Pacific Teak's outdoor kitchen box cabinets are the only 100% solid teak cabinets in the outdoor market, and are indistinguishable from indoor

kitchen cabinets. Our products include a full line of standard door/drawer combinations of base and wall cabinets, along with lazy susans, sink bases, kamado bases, and other special purpose cabinets.



Pacific Teak outdoor kitchen cabinetry features solid teak wood box cabinets, doors and end panels just like indoor kitchen cabinets. This compact version for a Hawaii condo includes refrigeration, a bar sink, vent hood and wall cabinets for plenty of storage.



Pacific Teak uses only solid, certified A/B grade teak. 1.) All components are fabricated using state of the art CAD manufacturing machinery for an exact, precision fit. 2.) Construction is precision mortise and tenon, for the highest quality and strength. 3.) Solid, 1" thick door and drawer frames are used for the highest quality.

SPECIFICATIONS

Pacific Teak Millworks cabinetry is made of solid, certified A/B grade teak, kiln dried for 4 weeks to 8% moisture content. All components are fabricated using state of the art CAD manufacturing machinery for an exact, precision fit. Components are hand assembled in tooled fixtures and fine sanded to a furniture quality finish. Construction is precision mortise and tenon, for the highest quality and strength. We offer 3 classic inset door and drawer styles with solid, 1" thick frames for the highest quality and a clean, professional, high end look. Door panels use a floating design, while drawer faces feature double front, tongue and groove construction. We also include PVC drawer bottoms for a lifetime of easy cleanup and durability that will never require maintenance.



Pacific Teak Millworks offers 3 classic door styles on all their products.

COMPETITION.

Stainless inserts.

These island “accessories” easily have 95% or more market share of the custom grill island market, but their reign is mature and growing tired. These are the least expensive option, but higher end models can be pricey. Stainless steel requires regular maintenance and will begin to corrode in as little as a few months. It is also prone to scratch and dent.

Painted/ colored stainless inserts.

A few manufacturers offer versions of their door and drawer accessories in black stainless, and stainless with powder coated panels. They are available in a variety of colors and wood tone finishes which does offer an alternative to standard brushed stainless. Since they typically include unpainted areas they have nearly the same maintenance requirements and tendency to scratch and dent.

Stainless with real wood accents.

A couple of manufacturers have partially gotten into the “wood” market with stainless steel cabinet doors that include wooden accents or slats which gives them a warm, custom touch. These products are usually very high end and expensive. The stainless portions require regular maintenance, and are subject to easily scratch and dent.

Hi-density cast resin (PVC plastic), full box cabinets.

These are weatherproof, durable, extremely low maintenance box cabinets cast and colored to mimic real wood. They are offered in a variety of colors and stain-type blends, and look pretty good from a distance, but up close, and to the touch are obviously light-weight plastic. They are also very expensive.

Powder coated stainless steel box cabinets.

These are full box stainless steel cabinets that are powder coated in a variety of finishes to look like painted or stained wood. Most look very good from a distance, but as soon as you get close or touch them, it’s obvious they’re metal. They are also very expensive. Powder coating gives the cabinets a more durable finish that is scratch resistant and requires less maintenance than unfinished stainless steel.

Custom cabinet builders.

A good custom cabinet maker can build you just about anything you want for an outdoor room. And any of them worth their salt will highly recommend using teak. This option is typically very expensive.

STRENGTHS

Aesthetics.

It could be argued whether or not wood looks better than stainless, but one could certainly conclude that if homeowners were really excited about stainless steel cabinets, they'd have them indoors too. Wood cabinets and furniture have always been associated with comfort and quality, whereas metal is more common in commercial, industrial, and cheaper construction.

Alternative to stainless.

The fact is, most people do prefer the warm, natural beauty and solid feel of wood cabinetry to the commercial character of stainless steel. They are also looking for alternatives, but don't know they're available. As the outdoor evolution continues from simple barbeque islands to more comfortable outdoor living, homeowners expect a warmer, more comfortable look and feel. These are the customers who will choose Pacific Teak Millworks' products.

100% solid teak product.

There's no question that teak is a top tier material. Its beauty, strength, minimal required maintenance, resistance to pests, and ability to withstand any weather make it ideal for outdoor products. Anyone who argues otherwise simply isn't educated on the properties of teak wood. Other manufacturers have developed products with teak components, but Pacific Teak Millworks is the only manufacturer that produces 100% solid teak cabinetry for the outdoor living market.

Quality.

Pacific Teak's years of experience building teak cabinetry, and precision CAD manufacturing capability assures a quality fit and finish in our products that surpasses anything that can be done in stainless steel. In addition, minor accident damage can be touched up on a wood product virtually unnoticed, usually with just a mild sanding. However with



Pacific Teak's grill island cabinet line is a simple alternative to stainless steel. The difference is obvious, but the similarities are important. The product concept, configurations, sales, and installation processes are all identical which makes life easy for dealers and their installers, but homeowners now have a beautiful, solid-wood option to stainless steel. It's really just a question of which look you prefer.

stainless steel, one good scratch or dent and its usually game over. To complement our outstanding cabinetry, we use the best quality, quick release, pressure fit self/ soft closing hinges and drawer glides.

Design options.

Pacific Teak Millworks product line is a modular, component-based system program offers the customer three classic door/drawer style options that can be paired with, or mix-matched to each chassis. This maximizes choices and flexibility for the customer and provides them the opportunity to create truly custom outdoor kitchens, beverage bars, living rooms, or entertainment areas. Since our products are solid teak, our cabinetry can either be kept natural, or finished to compliment any décor which makes the choices virtually endless.

Green product.

All Pacific Teak Millworks products are built under the Indonesian SLVK certification which ensures in an officially transparent manner, that all our cabinetry is manufactured using legally and sustainably grown, harvested, and purchased timber. All our raw materials are purchased from suppliers either PEFC or FSC certified at the source. Also, since our products are solid wood using no plywood, MDF, veneers, or other engineered wood, they contain no formaldehyde or other toxic binding agents or glues in either the fabrication or assembly processes.

Warranty.

All Pacific Teak Millworks products are backed by a limited lifetime warranty. All Teak is guaranteed for 10 years, drawer runners for 5 years, and door hinges to the original owner for as long as they have them.

CHALLENGES.

Product awareness.

In an industry where for over 20 years your choices have been stainless steel and more stainless steel, the introduction of solid teak outdoor cabinetry is certainly an exciting and innovative development whose time is long overdue. Like any new product in a mature market, it will take time and effort to gain sufficient product recognition for homeowners to be aware of this attractive design choice for their outdoor living areas. New, innovative products give showrooms something new and exciting to sell that their competition may not have. Sales associates need the the proper training and motivation to learn about and focus on new sales opportunities.

The teak maintenance myth.

There is a common misconception that a tedious maintenance program goes along with owning teak, but nothing could be further from the truth. Generally speaking, teak needs much less maintenance than stainless steel. One of the greatest features of quality teak wood is that it requires very little maintenance and ages gracefully. If you appreciate the natural color of aged teak, then all you really have to do is clean it regularly. A good rinse once or twice a month and wipe down with a towel is plenty in most cases. If you prefer the golden color of new teak, more regular cleanings will maintain much of the original color. You can also treat teak wood with a teak protector or sealer which will preserve the golden tone that many people love. Oiling teak will also preserve teak's golden color, but does start a regimen that involves cleaning and re-oiling every 3 months to 1 year. This is where the maintenance myth comes from.

Pacific Teak

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SLVK is the Indonesian governmental certification program that establishes legal standards for wood related industries to preserve the environmental and economic aspects of this valuable natural resource, but also the quality of life of its people. All Pacific Teak Millworks products are built under this certification which ensures in an officially transparent manner, that all our cabinetry is manufactured using legally and sustainably grown, harvested, and purchased timber. In addition, all our raw materials are purchased from suppliers either PEFC or FSC certified at the source.

